

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

A.P.Tourism Nomination of Vice Chairman & Managing Director / Commissioners of Visakhapatnam Urban Development Authority, Capital Regional Development Authority and Tirupati Urban Development Authority as Regional Tourism Commissioners - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM & CULTURE (T) DEPARTMENT

G.O.Rt.No.146

Dated:26.05.2015.

Read:

From the Commissioner of Tourism Lr.No.1242/A1/2015, dated: 20/04/2015.

ORDER:

In the reference read above, the Commissioner of Tourism, A.P. has informed that the Government of Andhra Pradesh has envisaged Mission-based approach to firmly set Andhra Pradesh on the path of sustainable development and growth. Seven missions have been identified to provide support in managing externalities and enhance inter-departmental synergy for improving the outcomes and reducing delays.

2. He has further informed that Tourism sector is a sub-mission under the ambit of the Service sector mission. The basic model being devised for the tourism sector is the Hub and Spoke model with five hubs at Vizag, Kakinada – Rajahmundry, Capital Region Development Authority (CRDA), Tirupathi, and Srisailem – Nagarjunasagar. Under the Hub & Spoke model of tourism destination development, hub regions in the state will be developed as Hub locations and all the smaller tourism destinations in the region around the hub locations will be combined to form a Hub-Spoke Circuit.

3. Further, as per Tourism Mission document, to develop theme-wise destinations in the districts, shelf of projects have to be prepared by identifying suitable lands, infrastructure requirements, and various other activities for strengthening tourism eco-system in the destinations. New Tourism Policy 2015 is also finalized to attract investments in tourism sector and create an enabling environment by establishing Single Desk Bureau for the investors to take up new projects for tourism infrastructure.

4. He also mentioned that these systems are proposed to be established and implemented by the department of tourism under the Commissionerate of Tourism (CoT). As of now, the department of tourism lacks resources, skill and manpower to take up these tasks. A road map has already been chalked out in the Mission document to strengthen the department. Based on the recommendations in the mission document and the job at hand for the department, it is very essential to strengthen the hub locations at Vizag, CRDA region and Tirupati, to begin with.

5. Further, till the time more projects are established and start commercial operations, these hubs have been identified as the low hanging fruits by the department so as to achieve its growth targets in the year 2015-16. As such it is very essential to strengthen tourism administrative set up in these locations at the earliest. Considering the above mentioned factors, the Commissioner of Tourism, Andhra Pradesh has recommended following administrative set up to be provided from within the existing resources:

1. The Vice-Chairmen/ Commissioners of Vishakhapatnam Urban Development Authority (VUDA), Capital Regional Development Authority (CRDA) and Tirupathi Urban Development Authority (TUDA) may be made **Regional Tourism Commissioners**.
2. The Regional Tourism Commissioners shall work under the overall supervision of Principal Secretary (Tourism)/Commissioner Tourism for all tourism related matters.

p.t.o.

3. Regional Tourism Commissioners will have overall responsibility for coordination and implementation of the activities identified by the tourism department ranging from preparation of shelf of projects, creation of land banks, preparation of RFPs/DPRs, monitoring of the project implementation to execution of district level projects, tourism promotion & branding, skill development, data capturing & market intelligence and other related issues as would be necessary from time to time.
 4. The existing staff of tourism department in these locations like District Tourism Officer (DTO), Tourist Information Officer (TIO) and Assistant TIO (ATIO) etc shall report to Regional Tourism Commissioners.
 5. The proposed administrative set up will be a separate tourism wing with the UDAs.
 6. It will be strengthened further in a phased manner with necessary skilled manpower, experts/consultants and infrastructure as would be required for effective discharge of the mandate of the tourism department.
6. Finally, the Commissioner of Tourism has requested that necessary orders may be issued on the above so as to ensure effective and smooth functioning of the tourism department.
7. After careful examination of the proposal, Government hereby approve the proposal of the Commissioner of Tourism, A.P. for nomination of the Vice Chairman & Managing Director of VUDA & TUDA and Commissioner of CRDA as Regional Tourism Commissioners with immediate effect.
8. The Commissioner of Tourism, Andhra Pradesh and Vice Chairman & Managing Director, VUDA & TUDA and Commissioner of Capital Regional Development Authority are directed to take further necessary action.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

Neerabh Kumar Prasad
Principal Secretary to Government

To
The Members of the Empowered Committee.
The Commissioner of Tourism, A.P., Hyderabad.
The Vice Chairman & Managing Director, A.P. Tourism Development Corporation Limited, Hyderabad.

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All Departments of Secretariat.
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P.S. to Principal Secretary to Chief Minister.
P.S. to Minister for Finance
P.S. to Minister for Revenue
P.S. to Minister for Tourism
P.S. to Principal Secretary to Government
P.S. to Secretary to Government (Tourism)
SF/SCs

// Forwarded : : By Order //

SECTION OFFICER